**CWM Steering Meeting Minutes: May 13, 2011**

**In attendance: Steve, Nat, Susan, Jonathan, Shannon, Quentin, Matthew, Mary Anne, Dan, Dana**

**Nat showed a video for potential corporate sponsors. The current video is 5 minutes and 5 seconds.**

**There were several comments about the film:**

- The last part of the video that explained the significance to the sponsors seemed too repetitive

- Too many images of the working class and too few images of investors or businessmen

-Include images of the grand whaler’s homes in Long Island to show wealth from the industry

- Too many generic shots of board rooms and Wall Street

- Should emphasize that the corporation can help to take the Morgan to audiences (“museum that sails”)

-Should emphasize that the Morgan is of the same level of significance as National landmarks and can be brought to many audiences as an added bonus

-Include images of the flotillas in the past to show what flotillas for the 38th voyage will be similar to

-Could have 2 versions of the video: 1 for Boston and 1 for NY

-For the Boston video there could be more images of the Constitution (keeping in mind some people may confuse the Morgan and the Constitution) There could also be images of the New Bedford Mansions

-Take out the line “Sponsors Know” as it sounds like the Seaport already has plenty of sponsors rather than sounding like the sponsors should know that this is a rare/ once in a lifetime opportunity

- Redo the narration in the beginning to sound more enthusiastic

- Should not include a map of the voyages as that will be something that is easier to explain as a handout material

**Matthew will send a list of the images of Morgan Captains and Businessmen to Mary Anne.**

**Nat and Matthew will go through video and script with Dan on Monday.**

**Shannon had a whaleboat update:**

Several organizations such as Wooden Boat School in Brooklyn and Lowell’s Boat Shop have approached the Shipyard about building a whaleboat. It would be helpful to have a one page description or write-up about the opportunity. The description would explain: what the opportunity is, how the boat will be used, why donate/why it is a good cause, what it will do for community spirit, etc. It will be a document for funders, donors, organizations, and the community.

**Matthew and Quentin are managers of whaleboat building and will work on this 1 page document with the help from Susan who will contribute the interpretive/programming side.**

Several members of the Steering committee met with *The Day* newspaper and leaders of the Local Community Fundraising Effort in the Greater Mystic Area.

**Nat had several things to report from this meeting:**

- November 4, 5, 6 2011 will be the 70th anniversary of the Morgan coming to Mystic and local business leaders want to help the Mystic Seaport celebrate this occasion in a big way. Local restaurants and shops will present their buildings as if it were the 1940’s.

- There will hopefully be fireworks, 1940’s music, and a symbolic ship sailing. The Prince of Whales play will be debuted.

-The Stonington Historical Society has held a Great Gatsby theme fundraiser before so we might be able to ask for suggestions of bands, etc.

-The Mystic Seaport will announce the public phase of our efforts

- The entire event is to generate community collaboration

**Stores and Restaurants will be looking for photographs of the storefronts in Mystic from the 1930’s and 40’s.**

The suggestion was made that Whaleboat races might be a great local/community activity (once 2 boats are ready) – It might also be a way to gain sponsorship if, for example North East Utilities sponsors a whaleboat. There could be naming opportunities as well.

Nat also explained that *The Day* agreed to help in creating interest around the Morgan. With $10,000- $15,000 the newspaper could produce 2 pieces. 1. In August a sheet will be produced and put in the stores which will list the events that will occur in November 2. Articles will run in the newspaper that corresponds with the list in stores and will feature historical events.

Jonathan brought up the 170th birthday celebration this summer. He suggested that the celebration be modest so that we can gradually build to the launce of the Morgan.

The financial commitment, scope, and type of celebration were discussed.

**Suggestions were made that it be a modest celebration similar to past years. In addition Jonathan should work with Chris Freeman to invite Major Gift Prospects for a lunch/cocktail party (especially the summer folks like Fishers Island residents, etc.) The seaport should also have free admission for New Bedford Whaling Museum members.**

**Erin will work to create a Master Event Calendar- entering in each of these events.**

Susan discussed the 6 month deliverables that had previously been created. **Each group should consider if each deliverable is still important. Each group should also add the name of the person in charge of each deliverable to the end of each bullet.**

**After reviewing the deliverables several people suggested that the group start to decide what the voyage schedule will be. Another suggestion was to create a target date on which decisions regarding the schedule need to be made.**

There was discussion about the price of admission onto the CWM.

In the past Amistad charged depending on sponsorship in each Port- if the port received sponsorship a sign would read: “Bank of America is responsible for your Admission”

In one year we should have a better idea about the corporate support we will be receiving for the voyage.

Steve reported that in a recent talk he gave the audience was very interested in the parallels of whaling and gas consumption/ prices today. They were also interested in the racial diversity in later voyages.

Steve also reported that he had talked with Ray Ashley who has proposed a National Sail Day in which all tall sail ships will sail simultaneously. This day can be broadcasted in each museum/ or port to show others ships sailing.

Lastly there was a discussion regarding the spirit of community for the November weekend. Several suggestions were made such as signing a plank or board on the CWM. Another idea was getting a book for people involved in the restoration to sign.

***The next meeting will be on May 23, 2011 from 2PM- 3:30PM***